



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates

3050 K Street NW
Washington, DC 20007

Contract # 325040

Date Entered

08/01/12

Last Modified

09/14/12

Entered By

Jill Hipskind

No

CO-OP

Demo

Headline #

06260212

Rate

\$105,390.00

Grand Total:

145

\$105,390.00

By Broadcast Month

Spots

Comments

Date

Comments



WSOC-TV

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Brand
Salesperson
Buyer Name
Phone/Fax
CPE
Account Types
Billing Type
Comments

Political - Federal Candidate (1667)
1536/OBAMA FOR AMERICA (134148)
Telerep/Philadelphia, Philadelphia (1057)
Telerep/Philadelphia, Philadelphia (1057)
BASSETT, LAURA
/

Commission %
\$15,808.50
Net Total
\$88,581.50
Sales Tax

Contract # 325040

Date Entered
08/01/12

Last Modified

09/14/12

Entered By

Jill Hipskind

No

CD-DP

Headline #

05260212

Order Type

Normal

Package Deal

Demo

Commission %

15.00

Net Total

\$15,808.50

Sales Tax

\$88,581.50

Charlotte (WSOC)		Spots	Rate
By Broadcast Month	Spots		
Sep. 2012	145	\$105,390.00	
Grand Total:	145	\$105,390.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
6.1	Normal Line / Spot	09/15/12-09/15/12	6	:30	6A- 8A (EST)							1						Charlotte (WSOC)		9/14/12
7.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	6A- 7A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		9/14/12	
8.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	6A- 7A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		9/14/12	
9.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	7A- 8A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		9/14/12	
10.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	8A- 9A (EST)							1		1	\$400.00	\$400.00	Charlotte (WSOC)		9/14/12	
11.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	6A- 7A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		9/14/12	
12.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	7A- 8A (EST)							1		1	\$250.00	\$250.00	Charlotte (WSOC)		9/14/12	
13.0	Revised Line / Spot	09/14/12-09/14/12	6	:30	8A- 9A (EST)							1		1	\$450.00	\$450.00	Charlotte (WSOC)		9/14/12	
13.1	Revised Line / Spot	09/14/12-09/14/12	6	:30	9A- 10A (EST)							1		1	\$450.00	\$450.00	Charlotte (WSOC)		9/14/12	
13.2	Normal Line / Spot	09/12/12-09/14/12	6	:30	9A- 10A (EST)							1		1	\$450.00	\$450.00	Charlotte (WSOC)		9/14/12	
14.0	Revised Line / Spot	09/14/12-09/14/12	6	:30	10A- 11A (EST)							1		1	\$450.00	\$450.00	Charlotte (WSOC)		9/14/12	
14.1	Revised Line / Spot	09/14/12-09/14/12	6	:30	10A- 11A (EST)							1		1	\$450.00	\$450.00	Charlotte (WSOC)		9/14/12	
14.2	Normal Line / Spot	09/12/12-09/14/12	6	:30	10A- 11A (EST)							8		8	\$245.00	\$1,960.00	Charlotte (WSOC)		9/14/12	

Identified Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

CONFIRMATION CONTRACT

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



MSOC.TV

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Greer, Margolis, Mitchell
3050 K Street NW
Washington, DC 20007

Contract #		325040			
Schedule Dates	09/12/12-09/17/12	Date Entered	08/01/12	Charlotte (WSOC)	
Advertiser	Po/J Obama/D/Prec/US (16256)	Last Modified	09/14/12	By Broadcast Month	Spots
Agency	Greer, Margolis, Mitchell & Associates (2890)	Entered By	Jill Hipskind	Sep. 2012	Rate
Product	Political - Federal Candidate (1067)	CO-OP	No	145	\$105,390.00
Brand	1536/OBAMA FOR AMERICA (134148)	Headline #	06260212	Grand Total:	
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo		145	\$105,390.00
Sales Office	Telerep/Philadelphia	Order Type	Normal		
Buyer Name	BASSETT, LAURA	Package Deal			
Phone/Fax	/	Commission %	15.00		
CPE	95/101/1536	Commission	\$15,808.50		
Account Types	National/Political	Net Total	\$89,581.50		
Billing Type	Standard	Sales Tax			
Comments	OBAMA FOR AMERICA				

Category	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
6	:30	10:58A-12P (EST)	4	X	X	X	X							(Charlotte (WSOC))		8/1/12
6	:30	12P- 1P (EST)	4		X	X	X				4	\$325.00	\$1,300.00	Charlotte (WSOC)		9/6/12
6	:30	12P- 1P (EST)	4		X	X	X	X						(Charlotte (WSOC))		8/1/12
6	:30	12P- 12:30P (EST)	1		X	X	X				4	\$245.00	\$980.00	Charlotte (WSOC)		9/6/12
6	:30	12P- 12:30P (EST)												Charlotte (WSOC)		8/1/12
6	:30	12P- 12:30P (EST)												Charlotte (WSOC)		8/1/12
6	:30	4P- 5P (EST)	3		X	X	X	X			1	\$200.00	\$200.00	Charlotte (WSOC)	Program Change/Exception - FOOTBALL	8/4/12
6	:30	4P- 5P (EST)	3		X	X	X	X						Charlotte (WSOC)		8/1/12
6	:30	4P- 5P (EST)	4		X	X	X	X			4	\$600.00	\$2,400.00	Charlotte (WSOC)		9/6/12
6	:30	5P- 5:30P (EST)	5		X	X	X	X			5	\$700.00	\$3,500.00	Charlotte (WSOC)		9/7/12
6	:30	5P- 5:30P (EST)	6		X	X	X	X						Charlotte (WSOC)		8/1/12

CONFIRMATION CONTRACT

.....**b** contracts that unreasonably discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

WSOC-TV
WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Brand
Salesperson
Buyer Name
Phone/Fax
CPE
Account Types
Billing Type
Comments

		Date Entered	09/01/12	Charlottesville (WSOC)	
Schedule Dates	Last Modified	09/14/12	By Broadcast Month	Spots	Rate
09/12/12-09/17/12	Entered By	Jill Hibskind	Sep. 2012	145	\$105,390.00
Poll/B Obama/D/Pre/US (16256)	CO-OP	No	Grand Total:	145	\$105,390.00
Greer, Margolis, Mitchell & Associates (2890)	Headline #	06260212			
Political - Federal Candidate (1067)	Demo				
1536/OBAMA FOR AMERICA (134148)	Order Type	Normal			
Telerep/Philadelphia, Philadelphia (1057)	Commission %	15.00			
BASSETT, LAURA /	Commission	\$15,808.50			
95/10/1/1536	Net Total	\$89,581.50			
National/Political	Sales Tax				
Standard					
OBAMA FOR AMERICA					

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW/ Mo Tu We Th Fr Sa Su	Spots	Rate	Total	Station	Comments	Entered
21.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	5:30P- 6P (EST)	X X X X X	5	\$750.00	\$3,750.00	Charlotte (WSOC)		9/6/12
22.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	6:30P- 6:30P (EST)	X X X X X	2			Charlotte (WSOC)		9/6/12
23.0	Normal Line / Spot	09/12/12-09/14/12	6	:30	6P- 6:30P (EST)	X X X	6	\$900.00	\$5,400.00	Charlotte (WSOC)		9/6/12
24.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	6P- 6:30P (EST)		1	\$390.00	\$390.00	Charlotte (WSOC)		9/6/12
25.0	Revised Line / Spot	09/16/12-09/16/12	6	:30	6P- 6:30P (EST)		1	\$925.00	\$925.00	Charlotte (WSOC)		9/6/12
25.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	6:35P- 7:30P (EST)	X X X X X	4			Charlotte (WSOC)		9/6/12
26.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	7:30P- 7:50P (EST)	X X X X X	4	\$700.00	\$2,800.00	Charlotte (WSOC)		9/6/12
26.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	7:30P- 7:50P (EST)	X X X X X	4			Charlotte (WSOC)		9/6/12
27.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	7P- 8P (EST)	X X X X X	4	\$700.00	\$2,800.00	Charlotte (WSOC)		9/6/12
28.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	7:30P- 8P (EST)		1	\$400.00	\$400.00	Charlotte (WSOC)		9/6/12
29.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	8P- 10P (EST)		1	\$500.00	\$500.00	Charlotte (WSOC)		9/6/12
30.1	Normal Line / Spot	09/17/12-09/17/12	6	:30	10P- 11P (EST)		1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		9/6/12
		09/12/12-09/12/12	6	:30	8P-30P- 9P (EST)		1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		9/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WSOC-TV

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Buyer Name
Phone/Fax
CPE
Account Types
Billing Type
Comments

BASSETT, LAURA
/ 95/10/1536
National/Political
Standard
OBAMA FOR AMERICA

Contract # 325040

Schedule Dates

09/12/12-09/17/12

Last Modified

09/14/12

Entered By

Jill Hipskind

CO-OP

No

Headline #

06260212

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$15,808.50

Net Total

\$89,581.50

Sales Tax

08/01/12

Charlotte (WSOC)

By Broadcast Month

Sep. 2012

Spots

145

Rate

\$105,390.00

Grand Total:

145

\$105,390.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
31.0	Normal Line / Spot	09/13/12-09/13/12	6	:30	10P- 11P (EST)				1			1		1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		8/11/12	
32.0	Normal Line / Spot	09/14/12-09/14/12	6	:30	9P- 10P (EST)					1		1		1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		8/11/12	
33.0	Revised Line / Spot	09/14/12-09/14/12	6	:30	10P- 11P (EST)						1		1					Charlotte (WSOC)		8/11/12
33.1	Normal Line / Spot	09/14/12-09/14/12	6	:30	10P- 11P (EST)						2		2		\$2,500.00	\$5,000.00	Charlotte (WSOC)		9/7/12	
34.0	Revised Line / Spot	09/16/12-09/16/12	6	:30	9P- 11P (EST)							1		1				Charlotte (WSOC)		8/11/12
34.1	Normal Line / Spot	09/16/12-09/16/12	6	:30	9P- 10P (EST)						1		1	1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		9/14/12	
35.0	Revised Line / Spot	09/16/12-09/16/12	6	:30	10P- 11:35P (EST)							1		1				Charlotte (WSOC)		8/11/12
35.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	11P- 11:35P (EST)					6			6		\$750.00	\$4,500.00	Charlotte (WSOC)		9/6/12	
36.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	11P- 11:35P (EST)						1		1	1	\$850.00	\$850.00	Charlotte (WSOC)		8/11/12	
37.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	11:30P- 12:05A (EST)						1		1	1	\$600.00	\$600.00	Charlotte (WSOC)		8/11/12	
38.0	Revised Line / Spot	09/11/12-09/12/12	6	:30	11:35P- 12:02A (EST)							3						Charlotte (WSOC)		8/11/12
38.1	Normal Line / Spot	09/12/12-09/13/12	6	:30	11:35P- 12:02A (EST)						3		3		\$375.00	\$1,125.00	Charlotte (WSOC)		9/6/12	
39.0	Revised Line / Spot	09/15/12-09/15/12	6	:30	11:35P- 12:05P (EST)							1		1				Charlotte (WSOC)		8/11/12
39.1	Normal Line / Spot	09/15/12-09/15/12	6	:30	11:30P (EST)							2		2		\$1,800.00	\$3,600.00	Charlotte (WSOC)		9/7/12

CONFIRMATION CONTRACT

Accepted Agreed/Piggy Back

Date:

Accepted-Station:

Date:

Comments:

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WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28205-2700

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Brand
Political - Federal Candidate (1067)
1536/OBAMA FOR AMERICA (134148)
Telerep/Philadelphia, Philadelphia (1057)

Salesperson
Buyer Name: BASSETT,LAURA
Phone/Fax: /
CPE
Account Types
Billing Type
Comments



WSOC-TV

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Schedule Dates 09/12/12-09/17/12
Advertiser Pol/B Obama/D/Pre/US (16256)
Agency Greer, Margolis, Mitchell & Associates (2890)
Product Political - Federal Candidate (1067)
Brand 1536/OBAMA FOR AMERICA (134148)
Sales Office Telerp/Philadelphia
Buyer Name BASSETT,Laura
Phone/Fax /
CPE 95/10/1536
Account Types National/Political
Billing Type Standard
Comments OBAMA FOR AMERICA

Contract # 325040

Schedule Dates	Date Entered	08/01/12	Charlotte (WSOC)
Advertiser	Last Modified	09/14/12	By Broadcast Month
Agency	Entered By	Jill Flipskind	Spots
Product	CO-OP	No	Rate
Brand	Headline #	06260212	Grand Total:
WSOC-TV	Demo		145 \$105,390.00
1901 North Tryon Street	Order Type	Normal	
Charlotte, NC 28206-2700	Package Deal		
	Commission %	15.00	
	Net Total	\$15,808.50	
	Sales Tax	\$89,581.50	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
56.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	5:30A- 6A (EST)	4		X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		9/7/12	
57.0	Normal Line / Spot	09/14/12-09/17/12	6	:30	6:30A- 7A (EST)	2		X	X	X							Charlotte (WSOC)		9/6/12
57.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	6:30A- 7A (EST)	4		X	X	X			4	\$750.00	\$3,000.00	Charlotte (WSOC)		9/7/12	
58.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	5A- 5:30A (EST)	1	X						1	\$425.00	\$425.00	Charlotte (WSOC)		9/6/12	
59.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	8A- 9A (EST)	2	X						2	\$725.00	\$1,450.00	Charlotte (WSOC)		9/6/12	
60.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	5P- 5:30P (EST)	2	X						2	\$850.00	\$1,700.00	Charlotte (WSOC)		9/6/12	
61.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	5:30P- 6P (EST)	2	X						2	\$875.00	\$1,750.00	Charlotte (WSOC)		9/6/12	
62.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	6P- 6:30P (EST)	2	X						2	\$1,100.00	\$2,200.00	Charlotte (WSOC)		9/6/12	
63.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	7A- 8A (EST)	2	X						2	\$775.00	\$1,550.00	Charlotte (WSOC)		9/6/12	
64.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	6:30A- 7A (EST)	1	X						1	\$850.00	\$850.00	Charlotte (WSOC)		9/6/12	
65.0	Normal Line / Spot	09/13/12-09/13/12	6	:30	9P- 10P (EST)	1							1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		9/7/12	
66.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	4P- 5P (EST)	1	X						1	\$600.00	\$600.00	Charlotte (WSOC)		9/7/12	
67.0	M/G For 51.0,52.0,1 / Spot	09/17/12-09/17/12	6	:30	4P- 5P (EST)	2	X						2	\$400.00	\$800.00	Charlotte (WSOC)		9/7/12	
68.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	3P- 4P (EST)	2	X						2	\$200.00	\$400.00	Charlotte (WSOC)		9/7/12	

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Faxed:

Accepted Station:

Date:

Comments:

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1300

Green, Margolis, Winograd & Associates
3050 K Street NW
Washington, DC 20007

Contract #	
Advertiser	PoliB Obama/D/Pre/US (1625)
Agency	Greer, Margolis, Mitchell & Associates (2890)
Product	Political - Federal Candidate (1067)
Brand	1536/OBAMA FOR AMERICA (134148)
Salesperson	Telerep/Philadelphia, Philadelphia (1057)
Sales Office	Telerep/Philadelphia
Buyer Name	BASSETT,LAURA
Phone/Fax	/
CPE	95/101/1536
Account Types	National/Political
Billing Type	Standard
Comments	OBAMA FOR AMERICA
Date Entered	08/01/12
Last Modified	09/14/12
Entered By	Jill Hipskind
CO-OP	No
Headline #	06260212
Demo	
Order Type	Normal
Package Deal	
Commission %	
Commission	15.00
Net Total	\$15,808.50
Sales Tax	\$89,581.50

TPC / DRONE / TPC VNCI #	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
69.0 Normal Line / Spot	09/17/12-09/11/12	6	:30P-3P (EST)		1	X							1	\$200.00	\$200.00	Charlotte (WSOC)		9/14/12

CONFIRMATION CONTRACT

CONFIRMATION CONTRACT	
Accepted-Agency/Advertiser:	Date:
Accepted-Station:	Date:
	Comments:

This non-discrimination provision is a condition of each advertising contract with this station but does not affect advertising contracts that impermissibly discriminate on the basis of race or ethnicity.